

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

6222 SENSATION

"The Calendula of the Hour"

We are pleased to introduce to the trade a new strain of orange calendula for cutflowers under the name of "Sensation," and judging from the numerous commendations we have received from growers throughout the U. S. A. and Canada and to whom we supplied sample packets last year, this exceptional cutflower calendula is rightly named.

For several years a prominent French seed specialist grower has been working judiciously to the end of improving all known varieties of this flower, and the result is our present offering. "Sensation" differs particularly from any other known strain of calendula in that it obtains a crimson or scarlet sheen which enhances the beauty and general character of the flower to an almost unbelievable extent. Especially is this most prominent under artificial light. Another point in favor of this grand new variety is its extreme doubleness, unusually large flower, and which is produced on extra long stems.

We predict that when "Sensation" becomes generally known to the trade it will predominate in the various markets. We control entire output of "Sensation" and have a good supply of seed for delivery now. Price, ¼ oz., \$1.00; ½ oz., \$2.00; per oz., \$3.00.

Appended opposite are a few of the numerous testimonials we have on record for "Sensation" and which speak for themselves. We consider this new variety to be one of the most important cutflower seed novelties introduced to the trade in many years, and we know that it is going to make many friends for A. B. C.

Calendula

Excerpt from a paper by Prof. W. S. Hall, delivered during "Florists' Week" at the University of Illinois.

The calendula is a good crop for either the market grower or the man who retails his own product. Probably the man who grows and retails his own stock makes the most out of this flower.

The calendula is a handy crop to use in rotation with others. The early sown crop will be pretty well cut down by February 14. These plants will soon break again, giving a crop for Easter. Many growers prefer to remove the old plants and replace with more calendulas, sweet peas or some other annual crop for spring. Calendulas are a favorite crop to use to follow 'mums. The carnation man can grow an early crop; this will have paid for itself by early January, and he can then throw it out as bench space is needed for young carnation stock.

It is important to grow this crop cool. Only by doing this can you produce quality stock that will hold up well.

A ground bed will produce better stock than a raised bench. Large flowers can be grown in five or six inches of soil, but the

What the Dale Estate of Brampton, Ontario, Canada (30 Acres Under Glass) Writes About A. B. C.'s New Calendula Sensation

"You very kindly sent us a sample of calendula seed in September last in accordance with your letter September 12th. This improved type of calendula has proved to be very satisfactory, and our Mr. Dale thinks it better than anything he has ever had before."

Dear Sirs:

Valley Stream, L. I., May 2, 1928

In regard to your calendula seed which you have sent me for a trial, I must say that this calendula is one of the best I have grown. Double flowers, all true, not a single flower among these. Stems are exceptionally strong and of a length from 18 inches to almost two feet in height. I will not grow any other one except this calendula which you named "Sensation," which will be the right name for it. All my customers are calling for this wonderful calendula and I am sorry that I have not many more of them. Hope that you will send me 2 ounces of this seed as soon as possible.

Yours respectfully,

HENRY MULLER.

Gentlemen:

North Beverly, Mass., May 4, 1928

We are in receipt of your letter of May 1st in reference to the new calendula which you are handling called "Sensation," of which we have had a trial package. We have grown many varieties but consider this calendula far superior to any we have seen or handled. We have noticed that this calendula throws exceptionally large, full flowers with no single flowers on this trial package. Would be pleased to receive your quotation on a large quantity.

Very truly yours,

THE BEVERLY GARDENS,

By J. L. Smith.

American Bulb Co.

Maywood, Ill., June 6, 1928.

Dear Sirs:

I have tried your new calendula "Sensation" and I find it is much superior to any calendula I have heretofore grown.

(Signed) HENRY WEHRMAN.

N. B. Mr. Wehrman is well known throughout the country for the high grade of miscellaneous stock which he consigns to the Chicago market and in addition to operating his own large plant Mr. Wehrman is supervisor of Amling Greenhouses (formerly carried on by the late Sam Pearce) in Chicago.

stems are shorter when grown on raised tables. If raised benches are used, keep bottom heat off; they prefer a cool soil.

The average retail grower will have only limited use for large, long-stemmed, disbudded stock. Probably in his case it is best not to disbud, but get a greater number of medium-sized flowers on stems of medium length. On the other hand, it will hardly pay the grower for the wholesale market to handle them this way.

Sometimes the complaint is heard that calendulas wilt and do not keep. Usually the fault lies with the grower. Soft growth will not hold up. High temperature and lack of sunshine are in many cases the cause of soft growth. If the blooms show a tendency to wilt, the stems and blooms should be wrapped in wet newspapers and plunged deeply into vases of water. It is almost unbelievable how this will stiffen them up and how long they will keep afterwards.

The orange variety is the one in greatest demand. Gold, the deep yellow sort, also sells well.

The principal value of "Sensation" lies in the fact that it is much larger than any other calendula on the market and has a very distinct crimson or scarlet sheen which, with its orange base, provides a most outstanding and appreciable combination of coloring. Furthermore, the same is produced on unusually long stems.

CHICAGO

AMERICAN BULB CO.

NEW YORK

6 Murray Street

Complete Illustrated Catalogue Mailed Free

NEW YORK, N. Y.

A. B. C. SNAPDRAGON SEED HEADQUARTERS

*The truth with regard
to "Jennie Schneider"*

Several years ago Mr. Pierre Schneider, of Creve Coeur, Mo., developed a new pink Snapdragon which he named Jennie Schneider, and when offered in the St. Louis market it placed all other varieties of Snaps in the background. H. G. Berning, the well known wholesale florist, of St. Louis, Mo., former president of the Society of American Florists, says of it: "Regarding Jennie Schneider Snapdragon, will say we have handled it exclusively for several years and have never been able to get enough to satisfy the demand, the retailers continually fussing because they do not get their orders filled in full."

Two years ago we obtained from Mr. Schneider exclusive sale of his crop of seeds of **Jennie Schneider**, distributing same from Maine to California, and the results have invariably been a repetition of St. Louis conditions. Mr. Schneider has by careful selection improved this exceptional variety and his present offering is so far in advance of the original that he now feels fully justified in giving it the title of **Improved Jennie Schneider** and we continue to control his entire crop of seed. There is no substitute for **Improved Jennie Schneider**. We consider this by far the best pink Snap on the market today. Protect yourself by obtaining the true variety of **Improved Jennie Schneider** as supplied by Pierre Schneider.

WORDS OF A CRITICAL GROWER

Under date of July 11, 1927, Henry Smith, of the well known firm, the Henry Smith Floral Co., Grand Rapids, Mich., says of the Jennie Schneider:

"An Early Bloomer"

"Wish you could see a bench of Jennie Schneider now in bloom. It is surely a sight. Color, stem, and flower of this are all that could be desired. It is also an early flowering variety."

Price of seed, per trade pkt., \$1.50; 5 pkts. for \$7.35; 10 pkts. for \$14.50; 25 pkts. for \$35.00. 2 1/4-in plants supplied in season, write for price.



New Pink Snapdragon, Jennie Schneider, at Range of W. A. Rowe, Kirkwood, Mo., Who Is Inspecting Blooms.



SNAPDRAGON "IMPROVED SUNBURST"

CHICAGO

ROMAN GOLD—Another A. B. C. introduction. A combination of pink, copper and golden yellow shades. A great favorite in the Chicago cutflower market. Per pkt., \$1.50; 5 pkts. for \$7.35.

PENN-ORANGE—The New Orange Snapdragon—Trade Pkt., \$1.00. Habit: Similar to Philadelphia, but not quite as early.

PHILADELPHIA PINK—Considered one of the best pure pink Snapdragons. 1 trade pkt., \$1.00; 6 pkts., \$5.00; 25 pkts., or more at special prices.

INDIAN SUMMER—A lovely, rich, velvety and glossy copper color, indescribably beautiful. Trade pkt., \$1.00.

WHITE ROCK—An unusual, new and extra early blooming pure white. Trade pkt., \$1.00; 3 trade pkts., for \$2.50.

GENEVA PINK—An exceptionally good pink variety. Per pkt., \$1.00; 3 for \$2.50.

CHEVIOT MAID—Clear pink, early. Trade pkt., \$2.00; 3 pkts. for \$5.00.

RAMSBURG'S SPECIAL CUT-FLOWER STRAINS OF SNAPDRAGONS—Especially selected for greenhouse culture. Silver Pink; Helen, lovely salmon; Golden Pink Queen; Emily golden pink; Orlando, bronze, and Hybrid Pink, \$1.00 per pkt.; 3 for \$2.50; 6 for \$5.00. Light Pink, White, Yellow, Scarlet, Garnet, Chestnut, Nelrose, Buxton, Keystone, and Fancy Mixed, 50c per pkt.; 3 for \$1.25. Ramsburg's "Helen" is an exceptionally fine salmon-pink, and unusually free blooming. We cannot recommend this too highly. Trade pkt., \$1.00; 3 for \$2.50; 6 for \$5.00.

NEW SNAPDRAGON "IMPROVED SUNBURST"—An outstanding shade of yellow tinged with bronze copper color. We predict that this exceptional new sort will become as popular with the cut flower trade as has the variety of "Jennie Schneider," illustrated opposite. Price per trade pkt., \$1.50; 5 pkts. for \$7.35; 10 pkts. for \$14.50; 25 pkts. for \$35.00. Plants from 2 1/4-in. pots supplied in season. Write for price.

WHAT A PROMINENT WHOLESALE FLORIST OF KANSAS CITY, MO., SAYS WITH REGARD TO "IMPROVED SUNBURST" SNAPDRAGON

JOHN STEVENS

Wholesale Cut-Flower and Supply Co.

American Bulb Co.
Chicago, Ill.

1014 Oak St., Kansas City, Mo.
May 11, 1927

Gentlemen: Regarding your request for information about the Sunburst snapdragon originated and grown by Fred H. Kupfer, for the past three years we have handled the cut exclusively and have found ready sale for same and have never had a sufficient supply to fill our local and shipping orders. We can recommend this variety of snapdragon to any grower as a money maker for himself as well as for the retailer. The color is a beautiful shade of bronze predominating yellow, the same color as a well grown Sunburst rose. The flowers are close together with long spikes and well covered with dark green foliage. Without disbudbing the stems will average 30 inches. The price we have sold them for was from 16 to 25c per spike.

Yours very truly,

(Signed) **JOHN STEVENS CO.**

Pierre Schneider's Information with regard to Producing "Winter Flowering Snapdragons" Should Be in the Hands of Every Snapdragon Grower.
Supplied Free to Customers.

AMERICAN BULB CO.

NEW YORK

NEW YORK, N. Y.

6 Murray Street

A. B. C. EARLY FLOWERING "PEAS FOR PROFIT"

Sweet Peas for Winter and Spring Flowering

"Up-to-the-Minute" Popular Cut Flower Varieties



SWEET PEA, WHITE HARMONY

The "Last Word" in Early Flowering White Sweet Peas

Regarding Comparative Prices

Realizing the importance of Sweet Peas as a greenhouse crop we do not attempt competition with the dealer who aims for cheapness of seed to the possible detriment of quality—the fact that we supply from year to year numerous of the largest growers in the U. S. A., is, we believe, proof positive that our "TRUE-TO-NAME THOROUGHLY ROUGHED AND HAND PICKED SEED" is preferred to "bargain priced" stocks of doubtful value.—A. B. C.

SWEET PEAS CONTINUED ON NEXT PAGE

CHICAGO

AMERICAN BULB CO.

NEW YORK

6 Murray Street

COMPLETE FLORISTS' FLOWER SEED CATALOGUE MAILED FREE

A. B. C. "Supreme Quality" Flower Seeds
Are Planted by "The Particular Grower"
from Maine to California

Morse's Superior Pink

The flower of which is unusually well formed and waved. The standard being quite round and symmetrical. The color of the flower is a beautiful rose pink, slightly shaded with salmon. The plant is a strong grower, giving plenty of four blossom sprays.

"Morse's Superior Pink" was awarded the silver medal at the 1927 New York Spring Show, likewise the highest possible award of the Chicago Florists' Club, namely, a Certificate of Merit. Per oz., 90c; per ¼ lb., \$3.00; per lb., \$10.00.

Ball's Blue

(Spencer). A large, clear, even blue; freely produces four flowers on long stems. Under all conditions of temperature and weather the color is free of any trace of dark or mauve shading. 1 oz., \$1.00; 4 oz., \$3.50; 1 lb., \$12.00.

Ball's Rose

Pink is the most popular color in peas and in Ball Rose we have by far the most attractive shade. With its fine, sparkling dark rose pink color, it combines long stems and free-flowering habit. From every point of view it easily replaces all pink varieties. For the benefit of early planters, have a limited amount of seed from last season's stock. 1 oz., \$1.00; 4 oz., \$3.50; 1 lb., \$12.00.

Ball's Orange

The most glowing and attractive color we have in early peas. A rich, even orange self without a trace of dark or cerise shading. Particularly valuable to sow after mums for early spring blooming, for the color seems to fairly radiate under the strongest sun. Strictly a greenhouse variety, for the color burns outdoors. Ball Orange is a selection made four years ago from Eldorado and the character of its growth is identical with that variety, including its habit of producing two and three flowers on a stem. Received the highest recognition wherever shown, including a gold medal from the S. A. F. at the Louisville show. Ready late July. Trade pkt., \$1.00; 1 oz., \$2.00; 4 oz., \$7.00; 1 lb., \$24.00.

Early Spring Song

A new Morse production that we have grown and carefully watched the past two seasons and we are sure of its commercial value because of its original color and free-flowering habit. Springsong is an extra large, well waved salmon pink, which is well held throughout the winter. 1 oz., \$2.00; 4 oz., \$7.00; 1 lb., \$25.00.

Early Giant Rose

This new variety is well named, for the flowers are extra large, of a bright, clear, sparkling rose color, with good stems that produce four flowers regularly. 1 oz., 90c; 4 oz., \$3.00; 1 lb., \$10.00.

White Harmony

(See Illustration Opposite)

The "last word" in white sweet peas for winter flowering. It is black-seeded and for this reason the rotting that causes so much loss in the white-seeded varieties is avoided. Flowers are pure white, extra large and borne on long stems. Of all the newer introductions in sweet peas we consider "WHITE HARMONY" the most important to the grower—last year the supply of seed was exhausted long before the season was over, this year we have provided a large supply.

1 oz., 90c; 4 oz., \$3.00; 1 lb., \$10.00

A. B. C. IMPROVED ZVOLANEK'S ROSE

The Variety Which Popularized Sweet Peas

A. B. C. Improved Zvolanek's Rose is used for "main crop" by many of the largest growers in this country. Price, per oz., 50c; ¼ lb., \$1.75; ½ lb., \$3.25; per lb., \$6.00. Write for price on quantity. We stock A. B. C. Improved Zvolanek's Rose in large volume.

NEW YORK, N. Y.

A. B. C. EARLY FLOWERING "PEAS FOR PROFIT"

Sweet Peas for Winter and Spring Flowering

"UP-TO-THE-MINUTE" POPULAR CUT FLOWER VARIETIES



SWEET PEA, IMPROVED JEANNE MAMITSCH

A Giant Sport of Rose Queen. Beautiful Rose Color. Produced on Unusually Long Stems. Sells for Top Price in New York Market. Per oz., \$1.00; ¼ lb., \$3.00; per lb., \$10.00.

BLANCHE FERRY PINK, COLUMBIA. Color, pink and white. Very early and one of the best florists' varieties, like Xmas White and Pink. Per oz., 45c; ¼ lb., \$1.50; 1 lb., \$5.00.

BLUEBIRD. The flowers are arranged on long stems. Much the best of all blue sorts. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

BURPEE'S ORANGE. Glistening orange. Exceptionally good. Per oz., 65c; ¼ lb., \$2.50; 1 lb., \$8.00.

GLITTERS. A variety which is unique in itself. The color is a bright, fiery orange-salmon. The flowers are of enormous size, are beautifully waved, usually borne four to the stem. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

GRENADIER. This is the most brilliant Sweet Pea yet introduced. The color may best be described as a glowing poppy scarlet. Per oz., 65c; ¼ lb., \$2.00; 1 lb., \$7.00.

HARMONY. An exceptionally choice clear lavender. Very large flower. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

IMPROVED SNOWSTORM. The standard white flowered, white seeded variety. Per oz., 50c; ¼ lb., \$1.75; 1 lb., \$6.00.

LAVENDER KING. Color rich, true, deep lavender. Flowers are of large size and beautifully waved form. Extra fine. Per oz., 45c; ¼ lb., \$1.50; 1 lb., \$5.00.

MRS. KERR. The first early flowering salmon. Created a sensation when first exhibited at the International Flower Show in New York, March, 1921; also at the National Flower Show, Indianapolis, Ind., 1922. Per oz., 60c; ¼ lb., \$2.00; 1 lb., \$7.00.

PRINCESS. A vigorous grower with large flowers, fluted and waved. Color a lovely shade of soft lavender suffused mauve. Per oz., 45c; ¼ lb., \$1.50; 1 lb., \$5.00.

IMPROVED ROSE QUEEN. Color a most attractive shade of pink. Per oz., 75c; ¼ lb., \$2.75; 1 lb., \$10.00.

YARAWA. Bright rose-pink with a clear, creamy base. Flowers average 2½ inches in diameter; many are duplex or double. Per oz., 50c; ¼ lb., \$1.50; 1 lb., \$5.00.

VULCAN (1925 Novelty). Rich, Scarlet-Orange

Per oz., 45c; ¼ lb., \$1.50; 1 lb., \$5.00

A real acquisition to early-flowering Sweet Peas for cut flowers. You will want this one.

PEERLESS PINK

This charming Sweet Pea has flowers of immense size, artistically placed four on a stem. The standard is a luminous shade of cosine pink and the wings show a decidedly rose cast. Sheltered within its folds there is an elusive sparkle, enhanced by a warm creamy glow. Oz., 75c; 4 ozs., \$2.40; 1 lb., \$8.00.

EARLY FLOWERING SWEET PEAS IN MIXTURE

Realizing that numerous of our customers can only devote limited space to the culture of Sweet Peas under glass, but at the same time desire to have an assortment of colors and shades, we have consequently made up a superior mixture from named varieties in this list and which should fully cover the above named want.

Per oz., 40c; per ¼ lb., \$1.50; per lb., \$5.00.

MRS. CALVIN COOLIDGE

An outstanding new Burpee variety with very large flowers carried in fours on fine long stems. The color is a rich, pleasing shade of salmon-pink with a suffusion of bronzy orange in the standard. The blooms are of elegant form. The standard is well expanded and artistically waved. The broad, massive wings add much to the magnificent appearance of this new variety.

Per ½ oz., 75c; per oz., \$1.45; ¼ lb., \$4.50; 1 lb., \$15.00

Gilda Gray

The standard is a lovely shade of salmon-cerise overlying bright pink. The wings are a pleasing shade of Hermosa pink. Per oz., \$0.65; 4 ozs., \$2.10; 1 lb., \$7.00.

Pink Profusion

The flowers are a bright sparkling shade of rich pink. They are large, well-waved and crinkled. Per oz., \$0.65; 4 ozs., \$2.10; 1 lb., \$7.00.

Sunlight

Sunlight is a bright rose-pink on cream ground, the standard showing a deeper shading than the wings. There is a distinct creamy blotch at the base of the standard which, in addition to the creamy keel, intensifies the sunlight effect. Per oz., \$0.75; 4 ozs., \$2.40; 1 lb., \$8.00.

CHEVALIER. This fine, rose variety is of foremost commercial value. CHEVALIER is a flower of great beauty and magnificent size. The blooms are borne in fours on fine, long stems, and the color is truly unique. It is a true rose livened with a suspicion of lemon, which gives the flower, especially when bunched, a bright and pleasing life-like effect. CHEVALIER has been awarded two Certificates of merit—at the International Flower Show, 1922, and the National Flower Show, 1922. Per oz., \$0.50; 4 ozs., \$1.75; 1 lb., \$6.00.

TRUE BLUE. This lovely variety is a charming shade of true blue or light violet-blue. The flowers are of great size, much waved or crimped, strong and vigorous in growth, and most floriferous. Does not grow out of bounds. Excellent for all seasons. Awarded Certificates of Merit at the Great International Show, New York, 1918. Per oz., \$0.50; 4 ozs., \$1.75; 1 lb., \$5.00.

EARLY ELDORADO. A pure orange-salmon; early everblooming, of robust, vigorous habit. In color it is synonymous with the late variety, Robert Sydenham. It is practically sun-proof and does not require shading. Per oz., \$1.25; ¼ lb., \$4.00; 1 lb., \$15.00.

FLAMINGO. This is a distinct and charming variety. The flowers are truly enormous in size, produced in threes or fours on very long, stiff stems. The broad and well-waved standard is light orange, with a suffusion of bright salmon, and the wings are a delicate shade of orange-pink blending into a general effect of bright, light orange. The texture of the flowers is substantial. Per oz., \$0.50; ¼ lb., \$1.75; 1 lb., \$6.00.

GORGEOUS. A charming soft salmon-cerise self. A unique and pleasing color, and always admired. The flowers are of great size, and generally borne in threes and fours on very long, stout stems. Fine for all seasons. Per oz., \$0.50; 4 ozs., \$1.50; 1 lb., \$5.00.

BLUE JACKET. Dark blue. Per oz., \$0.50; ¼ lb., \$1.75; 1 lb., \$4.50.

MRS. WARREN G. HARDING. Deep shade of silvery blue; a very much admired color. Per oz., \$0.50; ¼ lb., \$1.75; 1 lb., \$6.00.

WHITE STAR. Black seeded. Flowers of enormous size, pure white without any pink shading. Per oz., \$0.50; ¼ lb., \$1.75; 1 lb., \$5.00.

AURORA (Novelty Color). Striped or flaked orange-scarlet on a white ground. Per oz., \$0.50; ¼ lb., \$1.75; 1 lb., \$5.50.

GLORIOUS. Clear rosy purple. Per oz., \$0.50; ¼ lb., \$1.75; 1 lb., \$5.00.

HARLEQUIN. Striped or flaked deep chocolate on a light ground; grown in moderate quantity as a novelty. This is worth while. Per oz., \$0.50; ¼ lb., \$1.75; 1 lb., \$5.00.

BLUE BOY. Largest and clearest blue—abundant bloomer. Per oz., \$0.65; ¼ lb., \$2.50; 1 lb., \$8.00.

PINK CHEROKEE. Pink suffused salmon. Per oz., \$1.65; ¼ lb., \$5.00; 1 lb., \$18.00.

ZVOLANEK'S BLUE WONDER. A wonderful large, clear blue, the same size as the famous Zvolanek Rose. Very robust grower with mostly fours to a long stiff stem. Color getting deeper the longer they are on the vine. Per oz., \$1.00; ¼ lb., \$3.50; 1 lb., \$12.00.

SILVER BLUE. Per oz., \$0.65; ¼ lb., \$2.00; 1 lb., \$7.00.

SOME OF THE OUTSTANDING SWEET PEAS OF THE DAY ARE THE FOLLOWING: "SUPERIOR PINK," "BALL'S ROSE" AND "BALL'S BLUE," "WHITE HARMONY," "ZVOLANEK'S ROSE," "MRS. CALVIN COOLIDGE," "VULCAN," "ELDORADO," "BALL'S ORANGE," "GRENADIER," "TORCH" AND "JEANNE MAMITSCH."

A. B. C.

TORCH

This is a beautiful shade of salmon orange and a great favorite in the Detroit, Michigan Cutflower market. We consider this a worthy acquisition to our list of desirable varieties. Per oz., \$0.60; per ¼ lb., \$2.00; 1 lb., \$7.00.

CHICAGO

AMERICAN BULB CO.

NEW YORK

6 Murray Street

A. B. C. "SUPREME" QUALITY DUTCH AND OTHER BULBS QUOTED ON APPLICATION

NEW YORK, N. Y.

A. B. C. "SUPREME" QUALITY FLORISTS' FLOWER SEEDS

Our Leading

Flower Seed Specialty

FISCHER'S

The "Master Cyclamen"

Planted by "The Particular Grower" from Maine to California

Fischer's Giant "Show" cyclamen is the result of 30 years experience in the "know how" of cyclamen culture, and florists who appreciate the ultimate in quality will have no other strain.

Several years ago a member of our firm visited the various cyclamen-producing centers of Germany and arranged with Ferd. Fischer, the famous specialist in said line, for seed of the particular types and colors and shades most desired by the American and Canadian trade. As a result growers generally, large and small, now look to A. B. C. for their cyclamen seed needs, and our demand for Fischer's seed of same runs into the millions yearly.

A word about price: In comparison with other high grade stocks Fischer's cyclamen seed cannot be sold at so-called bargain prices simply from the fact that seed for our supply is selected only from specimen plants which are true to type and color. Nevertheless quotations as mentioned in list herewith will be found to be reasonable for "the kind you should have for best results."

If your trade demands the very best cyclamen that can be obtained, plant Fischer's "Master Cyclamen" seed.

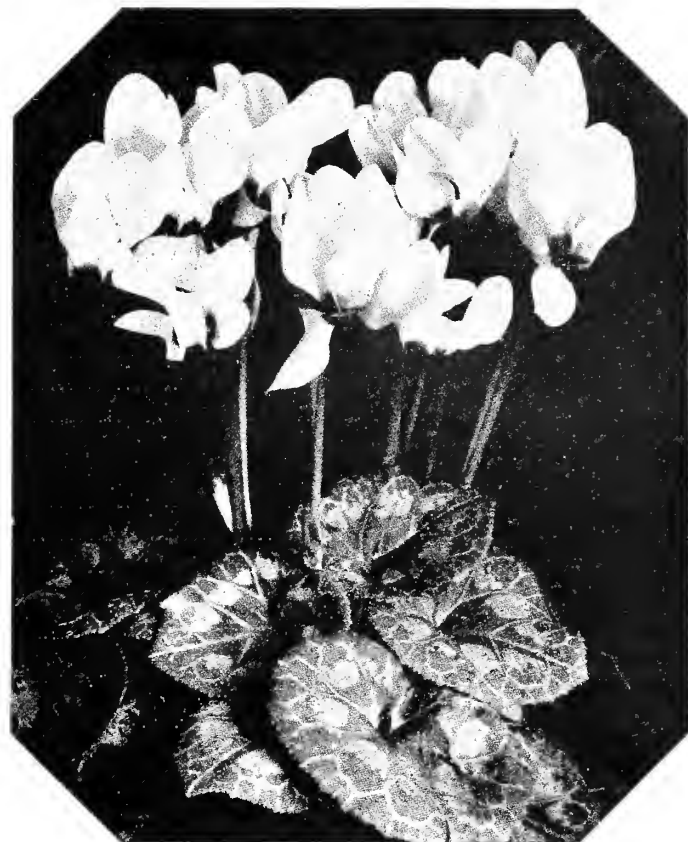
N. B. We call particular attention to the latest cyclamen introductions, namely: "America," "New Ruffled Dark and Rosy Salmon" and "Liebesfeuer." They are unusually worth-while.

A. B. C.

GIANT "SHOW" CYCLAMEN SEED

Ferd. Fischer's Improved Cyclamen

	Per 100	Per 1000
Improved Perle of Zehlendorf, Dark salmon.....	\$1.50	\$12.00
Improved Rose of Zehlendorf, Delicate salmon.....	1.50	12.00
Glory Wandsbeck, Salmon	1.50	12.00
Fischer's Bonfire, Deep brilliant salmon; exceptionally fine.....	1.75	14.00
Glowing Dark Red, Xmas red.....	1.25	10.00
Glowing Bright Red, Cherry red	1.25	10.00
Rose of Marienthal, Bright rose	1.25	10.00
Pure White	1.25	10.00
Lilac	1.25	10.00
Mixed	1.25	10.00
White with carmine eye	1.25	10.00
Roccoco, Red, rose or lilac, or white with eye.....	1.50	12.00
America, Golden salmon; best of all salmon.....	2.25	18.00
New Ruffled, Dark salmon	2.25	18.00
New Ruffled, Rosy salmon	2.25	18.00



Specimen Plant of Fischer's Giant or Show Cyclamen
"LIEBESFEUER"

Ferd. Fischer's latest cyclamen introduction. Following is his description of it: "This new color is a cross between dark red, glowing salmon color, and 'America' (golden salmon). One could say it is a 'RUBY SALMON COLOR' and I consider same the variety 'par excellence.' 'Liebesfeuer' not only produces flowers of unusually large size but is likewise extremely free blooming. I am sure your American customers will become enthusiastic about this grand new sort, and I am glad to extend to you exclusive sale of this worthy novelty."

PRICE—Per 100 seeds, \$2.25; per 1,000, \$18.00.

FOR COMPLETE LIST OF FLORISTS' FLOWER SEEDS PLEASE
WRITE FOR OUR GENERAL CATALOGUE (MAILED FREE).

FOR "BETTER PANSIES" SOW A. B. C. "Private Stock" Fancy Mixture

Realizing the importance of the Pansy to many growers both as cut flowers and for bedding plant sales, and the fact that FANCY PANSIES are half sold when offered to the public, we offer

A. B. C. "PRIVATE STOCK" FANCY MIXTURE FOR CUT FLOWER OR PLANT PRODUCTION

Without exaggeration we can state that this strain represents the acme of Pansy culture. The flowers are of enormous size and of unusual substance, with long, strong stems. This strain comprises a most beautiful collection of colors and markings, including very rare shades of scarlet, brown, blood-red and purple, and is the finest mixture, in size, color and texture. We may add that all who have seen our Pansies declared they had never seen flowers of such perfection.

The seed is saved by careful selection from the most perfect flowers only.
Trade pkt., 50c; per 1/4 oz., \$1.25; per 1/2 oz., \$2.00; per oz., \$7.00.

"Something Different" in Pansies A. B. C. "SWISS MIXTURE"

A Giant Flowering strain consisting of brilliant colors of sulphur and golden yellow, carmine, orange, scarlet and blue shades. Most of the flowers showing a combination of these shades. A very unusual and very supreme mixture of fancy colorings. Tr. pkt., \$1.00; per oz., \$15.00.

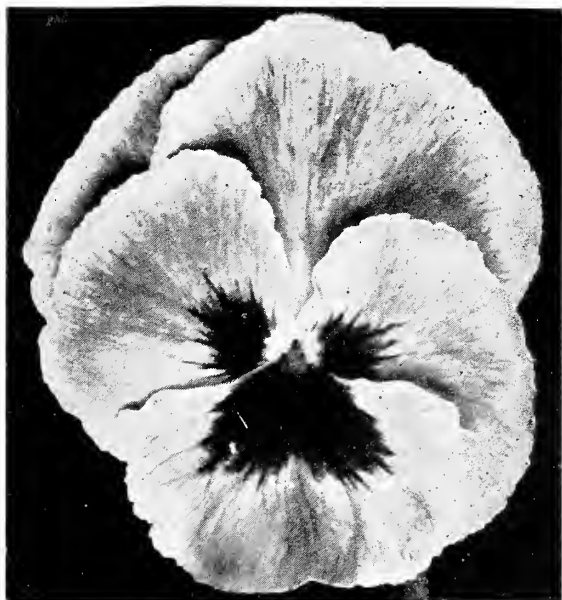
STEELE'S PANSY MIXTURES

SUPPLIED TO US DIRECT BY STEELE

MASTODON MIRACLE MIXED—Tr. pkt., 50c; 1/8 oz., \$1.50; 1/4 oz., \$2.75; 1/2 oz., \$5.25; 1 oz., \$10.00; 2 ozs., \$19.00; 4 ozs., \$34.00.
STEELE'S MASTERPIECE MIXED—Tr. pkt., 50c; 1/8 oz., \$1.75; 1/4 oz., \$3.25; 1/2 oz., \$6.25; per oz., \$12.00; 2 ozs., \$22.00; 4 ozs., \$40.00.
STEELE'S GREENHOUSE SPECIAL MIXED (O. K. outside)—Tr. pkt., 50c; 1/8 oz., \$1.00; 1/4 oz., \$1.75; 1/2 oz., \$3.25; 1 oz., \$6.00; 2 ozs., \$16.00; 4 ozs., \$21.00.

A. B. C. GIANT PANSIES

	Tr. Pkt.	1/4 Oz.	1/2 Oz.	Oz.		Tr. Pkt.	1/4 Oz.	1/2 Oz.	Oz.
Giant Prize, Azure Blue	\$0.30	\$0.50	\$1.65		Golden Queen, Golden-yellow	\$0.30	\$0.50	\$1.65	
Black Blue30	.50	1.65		Madame Perret, Shades of pink and rose30	.50	2.00	
Cardinal, Brilliant red35	.60	2.40		Yellow with Eye30	.50	1.65	
Bugnot, Shades of red, bronze.....	.35	.80	3.00		Snow Queen, Pure white30	.50	1.65	
Emperor William, Blue30	.50	1.65		Striped and Mottled30	.50	1.65	
Hortensia Red30	.50	1.65		White with Eye30	.50	1.65	
King of the Blacks30	.50	1.65		Pure Yellow30	.50	1.65	
Lord Beaconsfield, Purple violet30	.50	1.65		Giant Trimardeau Choice Mixed, Tr. pkt., 30c; per oz., \$2.00.				
Peacock, Blue, claret and white30	.50	1.65		Choice Mixed, Tr. pkt., 25c; per oz., \$1.50.				
Prince Henry, Dark blue30	.50	1.65						



A. B. C. "SUPREME" QUALITY FLORISTS' FLOWER SEEDS

BALL CALENDULA—Orange, Gold, Supreme

Calendulas are indispensable crops in any business.

Trade packet, 50c; ¼ oz., \$1.00; ½ oz., \$2.00; 1 oz., \$3.00; 2 oz., \$5.00.

CINERARIA HYBRIDA GRANDIFLORA

"The World's Best Strain"

The result of many years of painstaking selection on the part of an American specialist and truly entitled to the classification, "World's Best Strain." Produces immense trusses of blooms which frequently measure from 3 to 4 inches across.

Tr. Pkt.

A. B. C. Prize. Medium tall, ½ oz., \$3.50.....\$1.00

A. B. C. Prize. Dwarf, ½ oz., \$3.50..... 1.00

A. B. C. Prize. Salmon-Pink Shades. Medium tall..... 1.00

A. B. C. Prize. Blue Shades..... 1.00

A. B. C. Prize. Crimson and Carmine Shades. A magnificent selection, particularly brilliant under artificial light..... 1.00

Matador. Scarlet..... 1.00

Stellata Hybrida..... .50

MULTIFLORA NANA MIXED. A very dwarf strain of exceptional merit. Desirable for combining with other plants for filling of baskets, boxes, etc., for Easter and Mother's Day sales. ½ Tr. pkt., \$1.00; Tr. pkt., \$1.50.

Forget-Me-Not (Myosotis) Susanne

For Cut Flowers or Pot Plants

An A. B. C. Introduction

A selection out of the Blue Bird, perhaps the finest Forget-Me-Not to date. In addition to selling well in a cut state, it makes a splendid pot plant, but its chief value lies in its early-blooming habit.

Price per pkt., \$1.00; 6 pkts., \$5.00. Especially desirable for St. Valentine's Day.

CALCEOLARIA

Our strain of these is produced by one of the foremost specialists.

Tr. Pkt.

Hybrida Grandiflora. Tall mixed.....\$1.00

Compacta. Dwarf, mixed..... 1.00

Rugosa. Mixed..... 1.00

IMPROVED BISMARCK STOCKS

An especially meritorious class. These Stocks are giant, growing from twenty-four to thirty inches tall, of branching habit, producing innumerable large spikes measuring twelve to sixteen inches long, coming into bloom in ten to twelve weeks.

Tr. Pkt. Oz.

White.....\$0.50 \$3.00

Blood Red......50 3.00

Blush, Apple Blossom......50 3.00

Canary Yellow (Golden Bell)......50 3.00

Dark Blue......50 3.00

Fiery Blood Red, Fine......50 3.00

Lavender. Extra......50 3.00

Rose. Deep rose-pink......50 3.00

Choice Mixed......50 3.00

These Bismarck Stocks find great favor in the Chicago wholesale cut flower market. They come into bloom about ten days later than "Beauty of Nice" listed on next page.

MISCELLANEOUS ITEMS

Iris For Cut Flowers

Iris of the various types, particularly "Imperator" have always held the greatest favor as cut flowers, and previous to the U. S. embargo were imported and grown by the millions and at quite profitable prices. Their practical disappearance from the American market for a few years following said embargo caused them to be temporarily forgotten. However, the past year or two American production has brought them to the fore again, and the bulbs of following varieties can now be obtained at prices that make them profitable to grow. Inasmuch as the demand for these bulbs is active and as they are as yet only in nominal supply we suggest early purchase.

LARGE MOTHER BULBS. TEXAS GROWN IRIS are renowned for producing early blooms, as is the case with TEXAS GROWN NARCISSUS, KING ALFRED and SIR WATKIN, which can be readily forced into flower in January.

Varieties and prices as follows:

	Per 100	Per 1000
Imperator (Dutch) Large. Best Blue.....	\$6.50	\$55.00
Cajanus, Canary Yellow.....	5.50	45.00
J. W. DeWilde, Uniform Dark Yellow.....	7.00	60.00
V. Van Der Helst, Canary Yellow.....	7.00	60.00

LILY OF THE VALLEY PIPS

A. B. C. "Supreme" Quality—Best German Strain.

Allow 25 days for forcing. Prices: Per 250, \$10.00; per 500, \$18.00; per 1,000, \$35.00.

Also packed 2,000 and 2,500 to case.

LILY BULBS

FOR PRESENT PLANTING

	To Case	Per Case
Lillum Erabu, 9 to 10 inches.....	200	\$24.00
Lillum Erabu, 10 to 11 inches.....	160	24.00
Lilium Magnificum (Rubrum), 8 to 9 inches.....	200	24.00
Lilium Magnificum (Rubrum), 9 to 11 inches.....	140	25.00
Lilium Magnificum (Rubrum), 10 to 11 inches.....	120	25.00
Lilium Auratum, 10 to 11 inches.....	90	22.00
Lilium Auratum, 11 to 13 inches.....	70	23.00



SPIRAEA GLADSTONE
Unexcelled for Easter and Mother's Day Blooming

SPIRAEA, FOR EASTER AND MOTHER'S DAY, BLOOMING

SPIRAEA CLUMPS FOR FORCING

Spiraeas, previous to the U. S. embargo, were in great favor with the trade, after which, because of the difficulty in obtaining satisfactory roots these desirable plants lost their vogue to a large extent. Now, however, roots equal, if not superior, to stock formerly imported are obtainable, and at a price that is bound to bring back this old favorite to popular demand. Spiraeas provide a very satisfactory blooming plant at very low cost, especially for Easter and Mother's Day sales.

(NOVEMBER-DECEMBER DELIVERY)

Extra fine two-year-old clumps.

	Per 100	Per 1000
Gladstone. White.....	\$30.00	\$275.00
Queen Alexandria. Clear pink.....	30.00	275.00
America. Lilac rose.....	30.00	275.00
Peachblossom. Pink.....	30.00	275.00
Gloria. Pink extra.....	40.00	350.00
Rubens. Red.....	30.00	275.00

Sphagnum Moss

By the Bale or Carload Shipped Either Direct From Originating Point In the Woods or From Chicago.

We have been for many years headquarters for this important florists' and nurserymen's requisite supplying at all times only A No. 1 quality. Now is the time to arrange for your sphagnum needs for use during the next ten months' time. This material, as is well known, is invariably scarce during the winter and early spring season when seasonal conditions make gathering of same in the woods impossible.

Take advantage of the opportunity to buy now on a low market. Prices—Burlapped f. o. b. Chicago, per bale, \$1.50; 10 bales, \$11.50; f. o. b. Wisconsin, 10 bales, 90c; 25 bales, 85c. Write for prices on larger quantities.

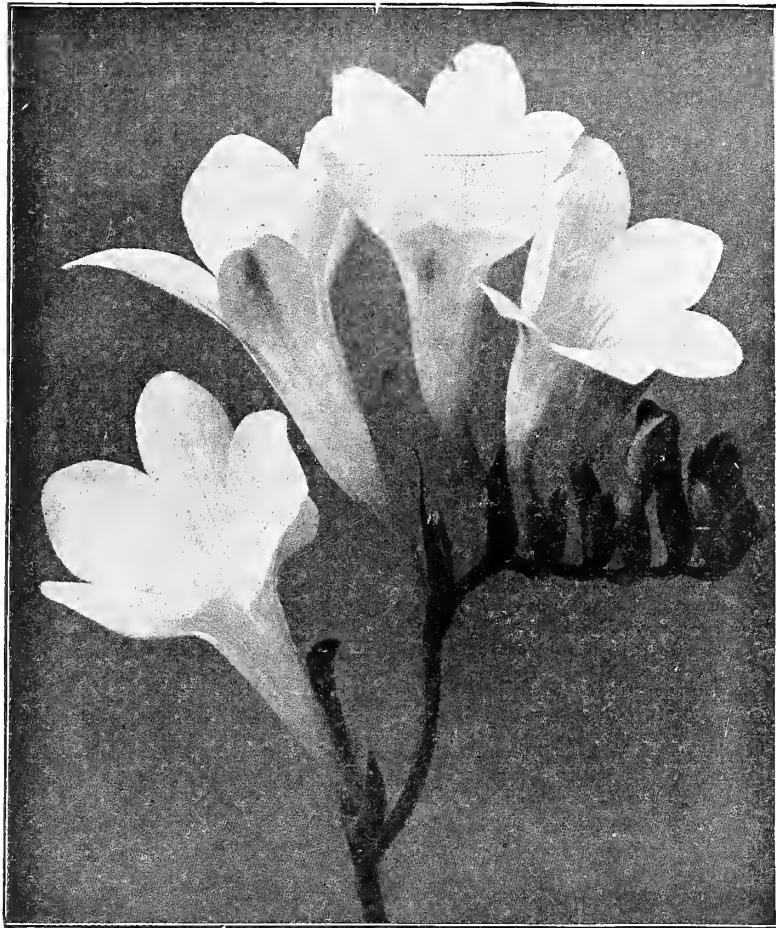
CHICAGO

AMERICAN BULB CO.

NEW YORK

6 Murray Street

NEW YORK, N. Y.



Freesias, "Improved Purity Superflora"

CALLAS—A Money Maker for Florists

	Per 100		Per 100
White Aethiopica, 1¼-1½ inch...	\$ 6.50	Godfrey, 1½ inch and up.....	\$18.00
White Aethiopica, 1½-1¾ inch...	9.50	Yellow Elliottiana, 1½-2 inch.....	10.00
White Aethiopica, 1¾-2 inch.....	15.00	Yellow Elliottiana, 2-2½ inch.....	14.00
White Aethiopica, 2-2½ inch.....	19.00	Yellow Elliottiana, 2½-3 inch.....	17.00
White Aethiopica, 2½ in. (Scarce)	26.00	Yellow Elliottiana, 3-3½ inch.....	22.00
Godfrey, 1-1¼ inch.....	11.00	Yellow Elliottiana, 3½ inch and up	
Godfrey, 1¼ inch and up.....	14.00		

Calla Elliottiana Provide Exceptional Pot Plants as well as Cut-Flowers

American Grown Freesias

A. B. C. "Improved Purity Superflora"

It is an acknowledged fact that "Improved Purity Superflora" has been accepted by the florists trade as the finest and only "Purity" that should be forced.

We consider it a very high recommendation when a California jobber wishes to place an order for a million, even though at twice the price than he can purchase from growers who are now realizing that they have varieties which are not further in demand. A California dealer writes that "Superflora" is so far superior that it is individual. The growers who have been purchasing Purity from us of this strain, will not have any other. Every American dealer recognizes that there is no strain that equals "Superflora," and concedes that this is the only white Freesia that can be forced successfully. We recommend it to you without hesitation. Our experience has taught us to handle no other, and this season we will execute all of our orders with "Improved Purity Superflora," and will not handle other strains.

	Per 100	Per 1000
Improved Purity Superflora, ½-¾.....	\$1.50	\$12.00
Improved Purity Superflora, ¾-¾.....	2.15	18.00
Improved Purity Superflora, ¾-¾.....	2.85	25.00
Improved Purity Superflora, ¾-1.....	4.00	35.00

(Please write for quantity price)

COLORED FREESIAS OF MERIT

	Per 100	Per 1000
Pershing—Lavender Pink		
Pershing, ½-¾.....	\$2.50	\$21.00
Pershing, ¾-¾.....	2.75	24.00
California—Golden Yellow		
California, ½-¾.....	3.25	29.00
California, ¾-¾.....	3.50	32.00
Splendens—Beautiful Lilac, ½-¾.....	2.25	18.00
Splendens—Beautiful Lilac, ¾-¾.....	3.00	25.00
Olivette—Bright Carmine Red, ¾.....	4.00	35.00
Carrie Budau—Lavender Pink.....	4.00	35.00
Carmencita—Light Orange Salmon.....	3.50	30.00
June Michaelson (Scarce)—Deep Rose Pink, Blush Throat, ½-¾.....	4.50	40.00
June Michaelson (Scarce), ¾-¾.....	5.00	45.00
Yellow Prince (Darker than "California"), ½-¾.....	3.10	27.00
Yellow Prince, ¾.....	3.40	30.00
Mendota—Giant Yellow, ½.....	4.50	40.00
Mendota, ¾.....	5.00	45.00
Mendota, ¾.....	5.50	50.00
Ilena—Deep Rosy Lavender, White Throat, ¾.....	3.60	32.00
Amethyst—Blue, Light Centre, ¾.....	4.50	40.00
Dorothy Scheepers, ½.....	4.50	40.00
Dorothy Scheepers, ¾.....	5.00	45.00
Mrs. R. Craig, ½.....	4.50	40.00
Mrs. R. Craig, ¾.....	5.00	45.00

EARLY ORDERS WILL, WE BELIEVE, PROVE MUTUALLY ADVANTAGEOUS



House of A. B. C. "Improved Purity Superflora" Freesias Grown by Rowe Floral Co., Kirkwood, Mo.

CHICAGO

AMERICAN BULB CO.

NEW YORK

6 Murray Street

NEW YORK, N. Y.

"PROFIT-PROVIDING" STOCK FOR COMING SEASON



FICUS ELASTICA "RUBBER PLANT"
(SEE BELOW FOR PRICES)

Rubber Plants

FICUS ELASTICA

FICUS ELASTICA

Moss Rooted Cuttings

Appreciating the importance of shipping Ficus cuttings that are properly rooted, with healthy leaves and packed to reach the buyer in good condition, we have arranged with a specialist in Louisiana for a large supply of same for delivery during the coming season. Ficus elastica is now one of the most profitable plants which the florists grow. Prices—July shipment, \$250.00 per 1,000; August delivery, \$235.00 per 1,000; September shipment, \$225.00 per 1,000; 250 at 1,000 rate.

POINSETTIAS FROM 2 1/4-IN. POTS.

Grown by a specialist and packed to reach you in first class condition.

	Per 100	Per 1000
Double Oak-leaved Henrietta Ecke	\$25.00
Hollywood	14.00	\$135.00
Oak Leaved	12.00	110.00
St. Louis	12.00	110.00
Christmas Red	10.00	90.00
California Early	10.00	90.00

CYCLAMEN, True Fischer's Strain

	Per 100	Per 1000
Twice transplanted seedlings, ready now.....	\$ 8.50	\$ 75.00
2 1/2-inch, ready now	13.00	120.00
3-inch, ready now	19.00	180.00
4-inch, ready now	36.50	350.00
5-inch, ready July 1	52.50	500.00

Delivery now up to fall, 1928, as various sizes are seasonable.
Fischer's strain means "quality."

Euphorbia Jacquinaeflora

	Per 100	Per 1000
2 1/2-inch	\$18.00	160.00

True to Name Peonies For Cut Flowers or Garden Show.

While we can supply practically all worth-while Peonies in commerce and at market prices our offering here represents some of the most outstanding Cut Flower Varieties. We shall, however, be glad to endeavor to quote any other sorts upon application.

EDULIS SUPERBA—Crown type; very early. This might well be called the Decoration Day Peony. A most beautiful bright, clear mauve-pink with silvery reflex that under good culture measure from seven to eight inches across. One of the most valuable Peonies. June rose fragrance. Per doz., \$3.50; per 100, \$25.00; per 1,000, \$215.00.

FELIX CROUSSE—Rose type; late midseason. All Peony enthusiasts are familiar with the fact that it is difficult to get a red Peony that is a self color; that is to say, a full, rich, even shade of red without being suffused with violet, purple, or crimson shades. Felix Crousse fills the bill. Its large, globular flowers, solid and compactly built from edge to center, are a rich, even, brilliant, dazzling ruby-red. Exceptionally heavy, bright and effective. None better. Per doz., \$6.00; per 100, \$45.00; per 1,000, \$400.00.

FESTIVA MAXIMA—Rose type; early. This is not only the finest white in existence, but many regard it as the queen of all Peonies. It combines enormous size with wondrous beauty; often seven to eight inches in diameter. Clear carmine spots on edge of center petals. For over sixty years it has held first rank, and is still the standard of perfection by which all other Peonies are judged. The most popular white Peony for cut flowers. June rose fragrance. Per doz., \$3.50; per 100, \$25.00; per 1,000, \$215.00.

KARL ROSENFELD—Semi-rose type; midseason. Very tall, compact grower of stately habit and an A-1 bloomer; every shoot has a flower of rich velvety-crimson; a perfect ball; very brilliant and striking. This variety shown at the exhibition of the American Peony Society in June, 1911, received first prize for the best new Peony not in commerce before 1908. Per doz., \$10.00; per 100, \$75.00.

WORTHY OF MENTION

Our Peony Roots are supplied from plants produced exclusively for "Root-Stock," Not Cut Flowers—There's much difference in your favor.

CHICAGO

AMERICAN BULB CO.

NEW YORK

6 Murray Street

COMPLETE ILLUSTRATED CATALOGUE MAILED FREE.

NEW YORK, N. Y.

Calceolarias

Profitable Pot Plants for Mothers' Day
and Spring Sales

"PINK BEAUTY"

An Exceptional Variety for Mother's
Day Sales

Pink Beauty (Dark pink color like a strawberry when ripe), Stewartii (chrome yellow), Lymanii (dark orange) and Medfordii (cinnamon red), Little Gem (yellow, small flowered), \$30.00 per 100; \$275.00 per 1,000. Hybrids, per 100, \$12.00. 2 1/4-inch.

All plants guaranteed clean and extra good.

Place your order now, for shipment from September on. All orders filled in rotation as received.

PRIMULA OBCONICA

"M and M" Strain, Rose or Red, 2 1/4-inch.
Per 100, \$7.00; per 1,000, \$65.00.



A FINISHED "BABY" ROSE
Showing two plants in a 6-inch pot

FRENCH HYDRANGEAS

For Easter, Mother's Day and Memorial Day Forcing. Fall Delivery.
Pot-grown and especially prepared for early forcing.

We now supply this important plant item to many of the largest growers in the U. S. A.—in some instances in carload lots. Our grower invariably finishes them A1 and we can furnish the various sizes in the most saleable varieties.

PRICES PER 100

4-inch ... \$35.00 5-inch ... 50.00 6-inch ... 65.00 7-inch ... 80.00

Florists' Forcing Pot Roses

Roses forced in pots for Easter and other spring holidays, both "Baby" and Climbing Varieties, have increased greatly in number in the past few years. No plants are more attractive and the demand each spring is larger than the supply. Through contract arrangements with specialist growers we are in position to supply strong two-year-old budded stocks of the highest quality and in most up-to-date varieties. Price, \$35.00 per 100 and up according to variety.

MADAME DE VERNEVILLE—Bomb type; early. One of the most charming varieties on the market. Guard petals are pure white, very large and folding over the flower; the blooms are very full and double, of the purest white suffused with daintiest blush except a few cream-colored petals and four red flakes on central petals; exceptionally free. We have counted sixty-five large, perfect blooms on one plant open at the same time. Certainly a wonder. Has the true June rose fragrance. Per doz., \$3.50; per 100, \$25.00; per 1,000, \$215.00.

MONSIEUR JULES ELIE—Bomb type; early midseason. This is the king of all Peonies, and is without question M. Crousse's masterpiece. Immense globular, very full flowers. Color an ideal glossy lilac-pink, shading to deeper rose at the base, the entire flower overlaid with a sheen of silver that fairly shimmers in the sunlight. Monsieur Jules Elie is claimed by many to be the largest of all Peony flowers. On young, vigorous plants we have had flowers eight and nine inches through. In fact, they are so large and handsome that but few can realize they are Peony blooms on first seeing them. An unapproachable variety from any standpoint. When cut in bud, a good keeper, thus fine for cut flowers. Per doz., \$6.00; per 100, \$45.00; per 1,000, \$400.00.

QUEEN VICTORIA (White)—Medium early, large full compact bloom, center petals are some years tipped carmine; opens flesh white, cream center. A very good and free blooming cut flower variety. Per doz., \$3.50; per 100, \$25.00; per 1,000, \$215.00.